

## **Speaker Profile<sup>1</sup>**

### **Opening/ Closing Remarks**



**Tomoki Sawai**  
**Director, WIPO Japan Office**

Took the position of Director-General, Patent and Design Examination Department, Director-General, Patent Examination Department (Mechanical Technology), Director, Administrative Affairs Division, Director, International Affairs Division, Director, Information Technology Planning Office of the Japan Patent Office, Chief Representative, Washington Office, Institute of Intellectual Property (concurrent position of Director, Intellectual Property Department JETRO New York), the examiner, and Administrative Patent Judge. Assumed current position of Director, World Intellectual Property Organization Japan Office in 2019.

During his service at the Japan Patent Office, he led the initiatives on the revisions of the Patent Law, the Design Law, examination processing measures and standards, and the international harmonization of the Patent systems. Under the current position, he focuses on raising awareness of the IP system and coordinate with the Japanese government, courts, industry, and universities.

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<sup>1</sup> Listed in order of presentation.

## Special Presentation of and Dialogue with a 12-year-old entrepreneur



**Ryewon Lee**  
**CEO, polarewon**

He came up with the idea of "Genso Karuta" in the 3rd grade of elementary school, raised funds through crowdfunding, and commercialized it. Established polarewon in February 2022 and assumed the position of CEO.

His activities have been widely covered by the media, and he has appeared in the NHK documentary 20min "12 years old, becoming a president" (broadcast on October 24, 2022). His excellent presentation skills using self-made lecture materials also became a hot topic, and he was highly praised by a famous Japanese investor Takafumi Horie in NewsPicks "Make Money U-24".

He has launched a number of projects based on the idea of creating social innovation without being bound by the common sense of the world.

## “How to Explore ideas” OMOIYARI protected IP rights



**Michiko Hiyama**

**Assistant Manager, Intellectual Property Training Team, IP Information Service Group and Planning team, Asia Pacific Training Group  
Japan Institute for Promoting Invention and Innovation**

Joined Japan Institute of Invention and Innovation (now Japan Institute for Promoting Invention and Innovation) in 1994, and worked in the Regional Promotion Division (supervising 47 prefectural branches) and the Tokyo Branch (Intellectual property general reception). My current position is in the Domestic Training Team, where I am responsible for organizing domestic intellectual property seminars and intellectual property education; and the Asia-Pacific Industrial Property Center, where I coordinate traineeships for professionals from developing countries and elsewhere overseas, and also edit our organizational publications). In addition, I helped produce the educational material "How to Explore ideas" in FY2018, and prepared a report for the FY2021 WJO project titled “IP - Research on the review and improvement of the use of teaching materials for the promotion of intellectual property education for youth”.

In addition, I have been involved in community activities such as volunteering to read picture books for children, as well as serving as vice-chairperson for a municipal library advisory committee.

My hobbies are reading picture books for children, playing soft tennis and volleyball, playing in a band, and collecting stamps when visiting shrines across Japan.

## Being an entrepreneur!?



**Nobuhiko Suzuki**

**Co-Founder & CEO, AI Communis Pte. Ltd.**

After 17-year experience in the financial industry, Nobu founded AI Communis with Dr. Ian Lane in Singapore to make content accessible to the world.

AI Com develops software called "Auris", which automatically creates foreign subtitles, especially dedicated to Southeast Asian languages, in addition to English and Japanese so that content creators can reach a global audience.

Auris has 42K+ users after its launch in Nov/2021, and is loved by over 100 countries.

## IP and SDGs



**José Graça Aranha**

### **WIPO's Special Representative on the UN SDGs, WIPO**

José Graça Aranha, a national of Brazil, is WIPO's Special Representative on the UN SDGs at the World Intellectual Property Organization (WIPO).

He joined the Organization initially in May 1993 and worked in the Development Cooperation and External Relations Bureau for Latin America and the Caribbean and the International Registrations Department.

In July 1999 he was appointed President of the National Institute of Industrial Property (INPI) in Brazil, in Rio de Janeiro.

He returned to WIPO in January 2004, is the author of a book on the Madrid Protocol on the International Registration of Marks and of several articles on matters related to intellectual property, public policies and foreign trade.

Before joining WIPO in 1993, he worked as an Attorney-at-Law in Rio de Janeiro, specialized in patents and trademarks, and as a Coordinator of Strategic Affairs, Ministry of Science and Technology, in Brasilia.

## **Creativity Education at Kariya Invention Club for Boys and Girls**



**Hirohisa Yamashita**

**President, Kariya Invention Club for Boys and Girls**

Graduated from electrical engineering, faculty of engineering in Kumamoto University in 1972.

Joined NIHON DENSO Co. (currently called as DENSO CORPORATION) in 1972.

Worked as Representative Director and President of DENSO CORPORATION KATSUYAMA in 2004.

Worked as Corporate Advisor of DENSO CORPORATION KATSUYAMA in 2012.

Worked as Chairman of General Incorporated Foundation Kariya Invention Club for Boys/Girls in 2013.

Worked as Chairman of Public Interest Incorporated Foundation Kariya Invention Club for Boys/Girls in 2014.

## Contribution of Companies to IP Creation Education in Japan



**Tsubasa Ueno**

**Intellectual Property Consulting Dept, Mitsubishi UFJ Research and Consulting Co., Ltd.**

Mr. Ueno is a main member of Intellectual Property Consulting Dept., Mitsubishi UFJ Research and Consulting Co., Ltd. He has managed many projects about IP policy. His area of expertise is IP creation education, IP management of small and medium-sized enterprises, IP finance and standardization. He serves as a manager of IP education subcommittee in Intellectual Property Association of Japan.

## Young entrepreneurs and IP - the Nordic experience



**Tove Graulund**

**Principal, Graulund Consulting**

Tove Graulund has extensive experience in dealing with IP as an in-house expert in a FMCG business with significant international activity. After her 20 years of inhouse, she spent a few years as the Director of Trademark & Legal in an IP firm where lead the team while being responsible for cross-country development. In her years as Chairman of MARQUES, she worked with the Council to develop the vision and initiated the growth of the association. Tove was awarded life membership of MARQUES, and she received the MIP Outstanding Achievement Award in 2007 for her voluntary work to promote the interests of brand owners. She has been a Special Adviser to the Executive Director of the EUIPO and acted as an External Consultant (Madrid Protocol) to WIPO.

Tove is a member of MARQUES International Trademark Team and INTA Bulletins Committee. Her day-to-day work is now focused on acting as an advisor to IP law firms.



## IP Policy to Promote Youth Innovation



**Patrick J. Coyne**

**President, American Intellectual Property Law Association Partner, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP**

Patrick Coyne is a trial and appellate attorney. His litigation experience includes patent, trademark, copyright, data rights, and trade secret claims; related antitrust and unfair competition issues; general commercial litigation; products liability; and domestic and international arbitration. Patrick also assists clients with strategic portfolio development and management. Patrick has argued more than 100 cases in state and federal trial and appellate courts, including the U.S. Supreme Court, the U.S. International Trade Commission (ITC) and the Patent Trial and Appeal Board (PTAB) and Trademark Trial and Appeal Board (TTAB) of the U.S. Patent and Trademark Office (USPTO). Patrick was a law clerk and technical advisor to Circuit Judge Edward S. Smith of the U.S. Court of Appeals for the Federal Circuit. He has served as President of the American Intellectual Property Law Association, the Federal Circuit Bar Association, and the Federal Circuit Historical Society.